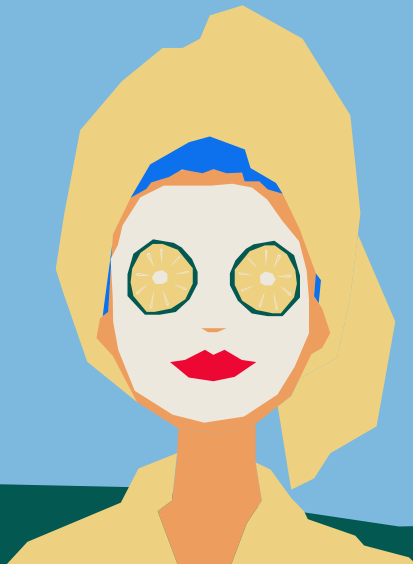




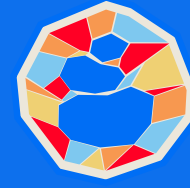
ZEN OASIS

Armonía

FIND INNER HARMONY



INTRODUCTION 1.0



Armonía was established by a young girl in her 20's who wished for an amusement park, but instead of being met with adrenaline and long lines, it was a complete oasis, built for the senses.

The "Zenyumment Park"

At Armonía, we dial up the vibes and make relaxation an absolute need in our crazy, fast-paced world. We pride ourselves in providing a sanctuary of peace to our guests from all around the world. Roll in like you own the place, with robes and slippers just waiting for you at the door. Explore our dreamy pools, chill in our bubbling jacuzzis, and sauna your stress away. As for massages and facials? The words 'treat yourself' have never been more true. Because in the middle of all the chaos, we're firm believers that everyone deserves a slice of bliss and some serious R&R.

Give your senses the **VIP** treatment.



LOGO

2.0

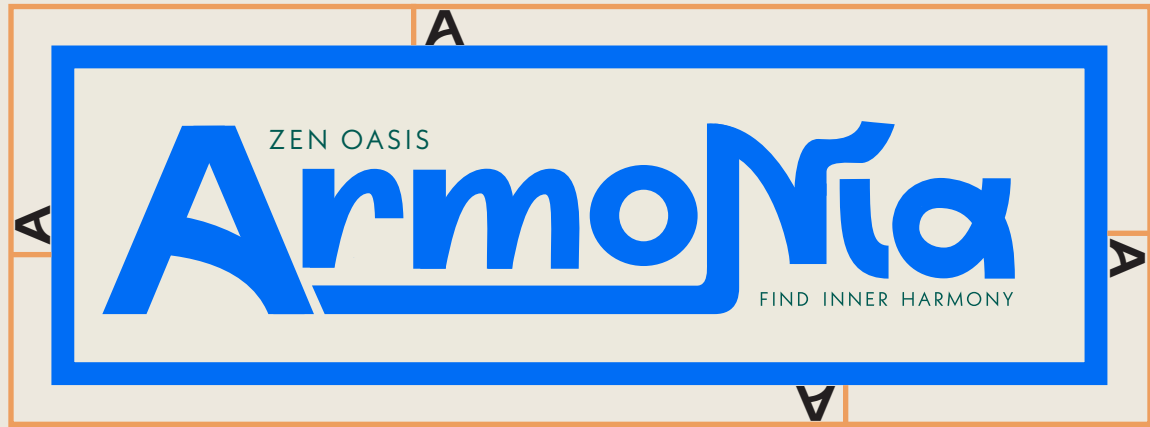
Inspiration

Inspired by an ancient art form, Armonía's logo depicts three balanced stones stacked atop each other. Its surrounding jagged pieces that fit perfectly together reference Barcelona's famous architect Gaudí, who revolutionized reusing old ceramics broken down into small pieces to tile curved structures. Though sharp and flat, the broken pieces fit surfaces organically and without much effort. This practice is called "trencadis," and it's used all over the major city.



2.0.1 Primary Logo | Secondary Logo
2.0.2 Responsive Logo System

Logo



Primary Logo

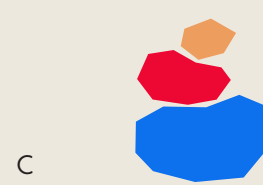
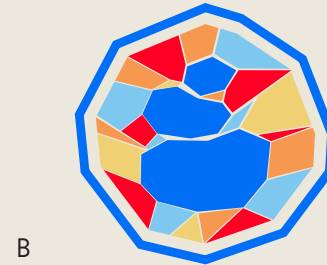
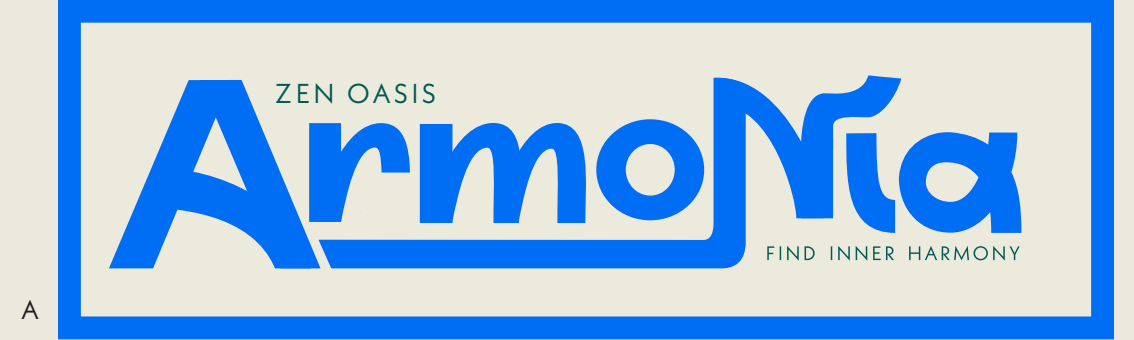
- Blue
- Bold
- Whimsical



Secondary Logo

- Trendadis
- Visual
- Vibrant

Responsive Logo System



Note: This logo should never be tilted, stretched, or changed in color. Armonía is known for its vibrant, elevated appearance, therefore its logo must always appear consistently the way it does above.

Inspiration

Armonía can be characterized by its cultural presence. It's multicolored logo, varied iconography, and interior design provide amusement all while still being a place for relaxation. Destressing and treating yourself is supposed to be carefree and fun, so let's remind people of that! Our typefaces pair well with the brand through their whimsical, child-like appearance that typically wouldn't be associated with their spa services.



3.0.1 Primary Typeface
3.0.2 Secondary Typeface

Primary Typeface

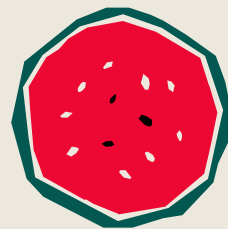
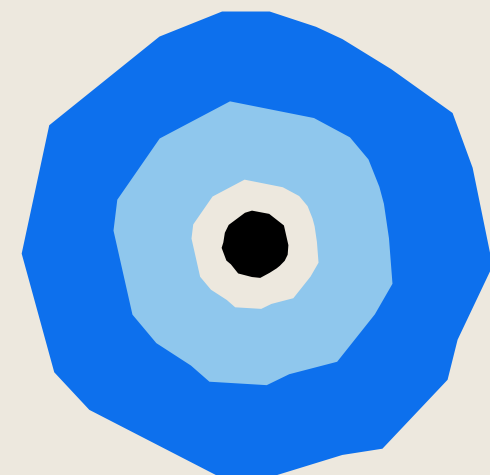
Doña

Drawing inspiration from Latin aesthetics and a child-like innocence, “Doña” is a sans serif typeface that effortlessly blends elegance with playful charm. Its gracefully flowing letterforms are reminiscent of traditional calligraphy, though some subtle, whimsical details add a touch of youthful exuberance.

By Laura Benoit

3.0.1

Aa



Secondary Typeface

Kabel

Kabel belongs to the “geometric” style of sans-serifs, which was becoming popular in Germany during its creation. Based loosely on the structure of the circle and straight lines, it nonetheless applies a number of unusual design decisions, such as a delicately-low x-height. It’s fun, unique, and stands out!

By Rudolf Koch

Aa

3.0.2

COLOR

4.0

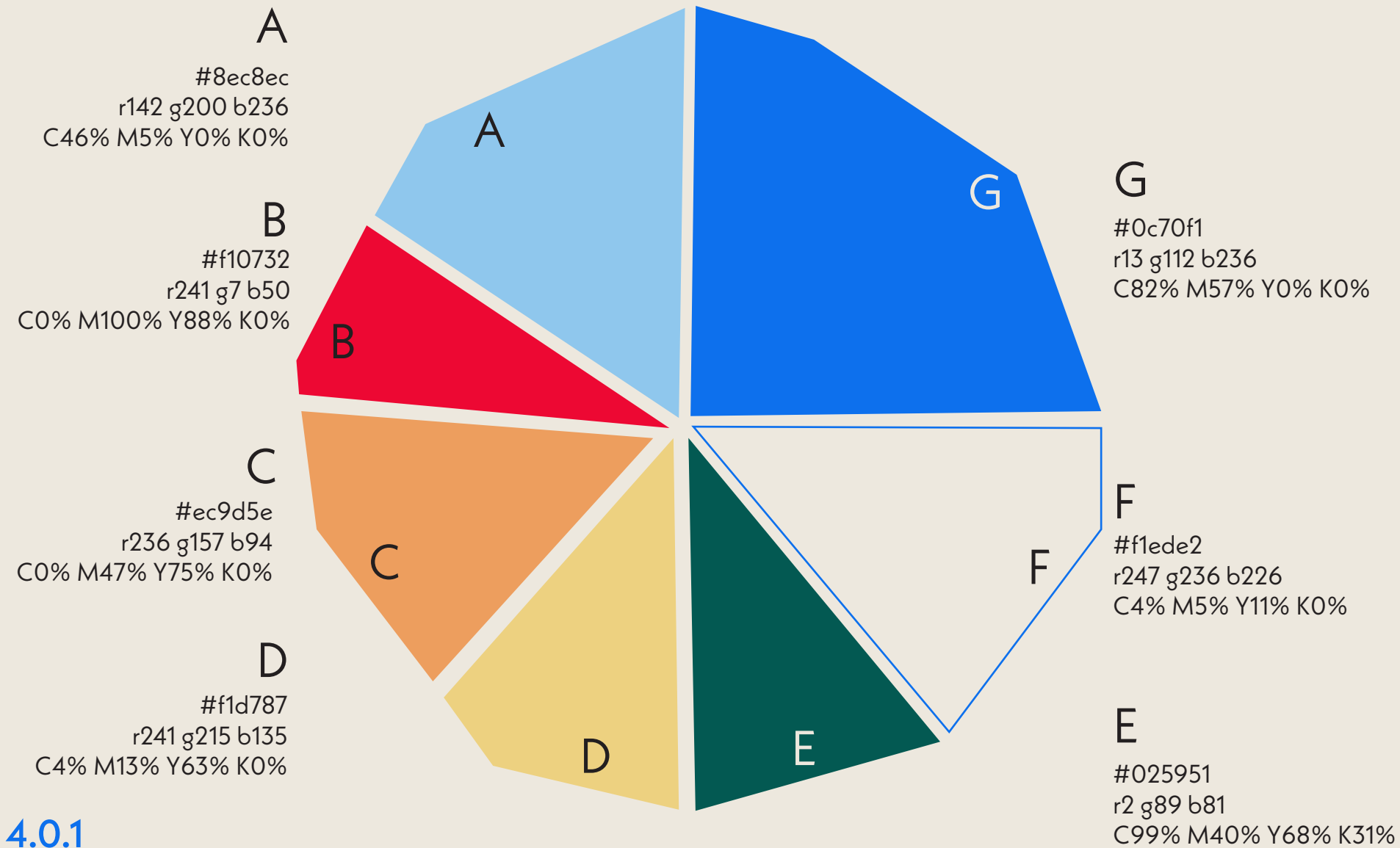
Inspiration

The colors are inspired by the nostalgic feeling of going on vacation in your youth. That sense of joy your first time venturing through the Mediterranean, with an added touch of vibrance.



- 4.0.1 Color Palette
- 4.0.2 Patterns & Textures
- 4.0.3 Icons

Color Palette



Patterns & Textures



Trencadis

Palmas

Mar

Frutas

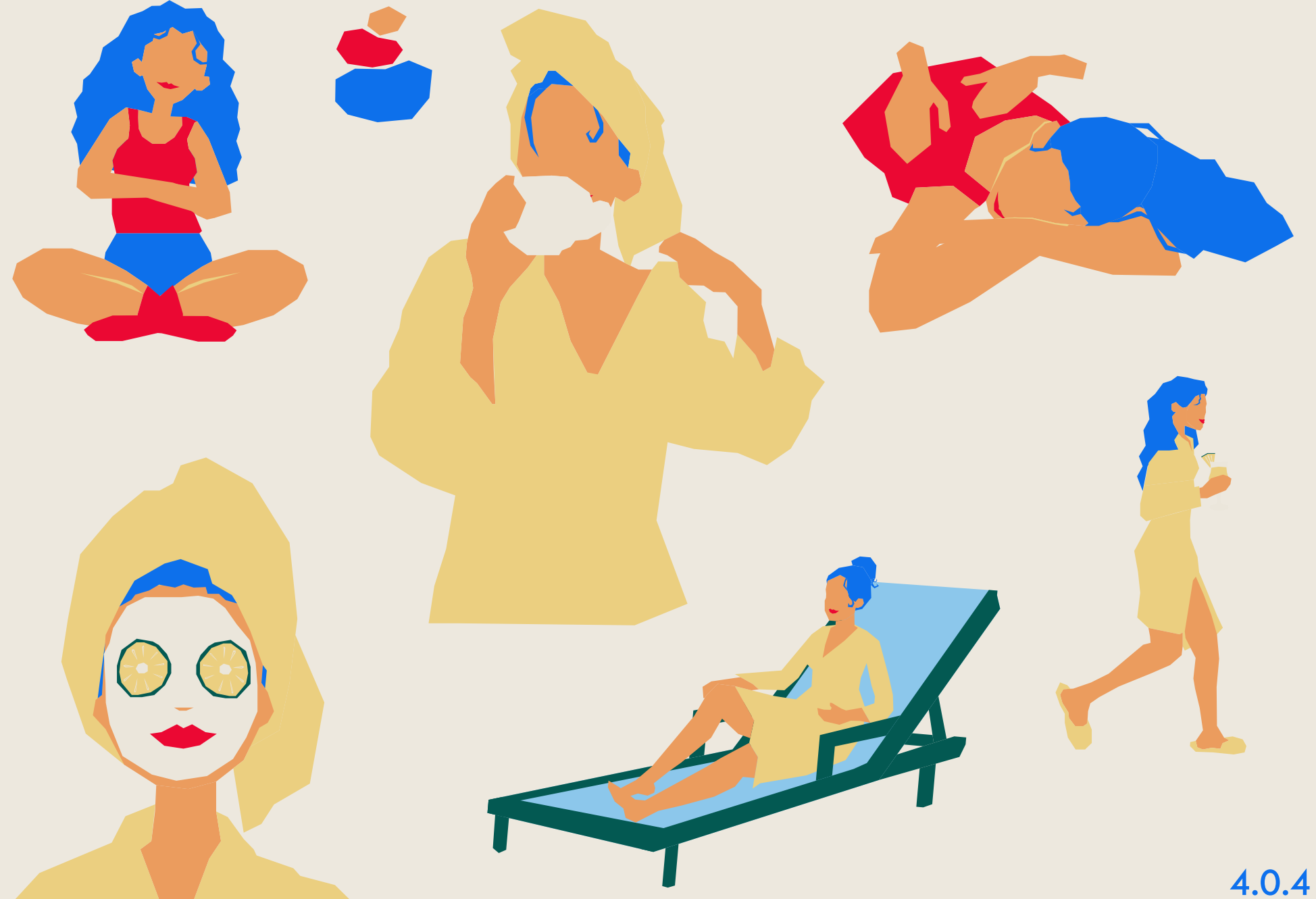
Madera

Oro



Mediterranean Tile

Icons



MARKETING

5.0

Inspiration

At the very thought of Armonía, people feel a sense of excitement that is unmatched. When you get an envelope from us in the mail, or take a look at our Instagram page, that emotional appeal has to shine through. Therefore, we don't shy away from being big and bright.



- 5.0.1 Stationery
- 5.0.2 Website & Instagram

Stationery

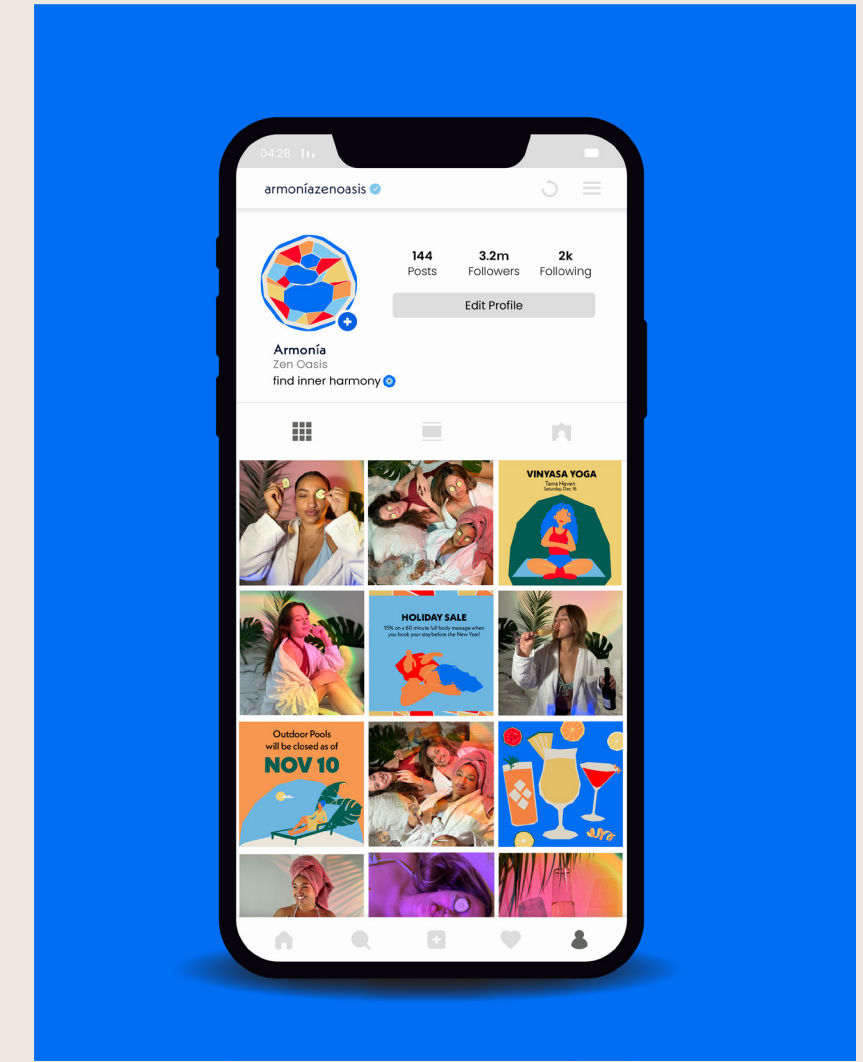


5.0.1

Website & Instagram



Link to Website:
https://drive.google.com/file/d/1xI3xObyFAwFk-1P79BQf1UREFdFT0dawg/view?usp=drive_link



5.0.2

BRAND ASSETS

6.0

Inspiration

Armonia provides all the essentials you need to have a stress-free day. Once you enter the zen oasis, you are given a luxurious robe and pair of slippers. Explore our lounges and facilities in style (and stay comfy, too). Immerse yourself in nature, try an array of delicious Mediterranean style cuisine, and give your senses the VIP treatment.



- 6.0.1 Interior Mood Board
- 6.0.2 Wrist Band & Locker Key
- 6.0.3 Robe & Slippers
- 6.0.4 6.0.5 6.0.6 6.0.7 6.0.8 6.0.9
- 6.0.10 6.0.11 6.0.12 6.0.13 6.0.14

Interior Mood Board



6.0.1



Entry Wristband



Locker Keycard

6.0.2



Robe at the Door

6.0.3



Complimentary Slippers

6.0.4



Flora Fusion, CBD Restaurant

6.0.5



Coasters

Cocktail Glass

6.0.6

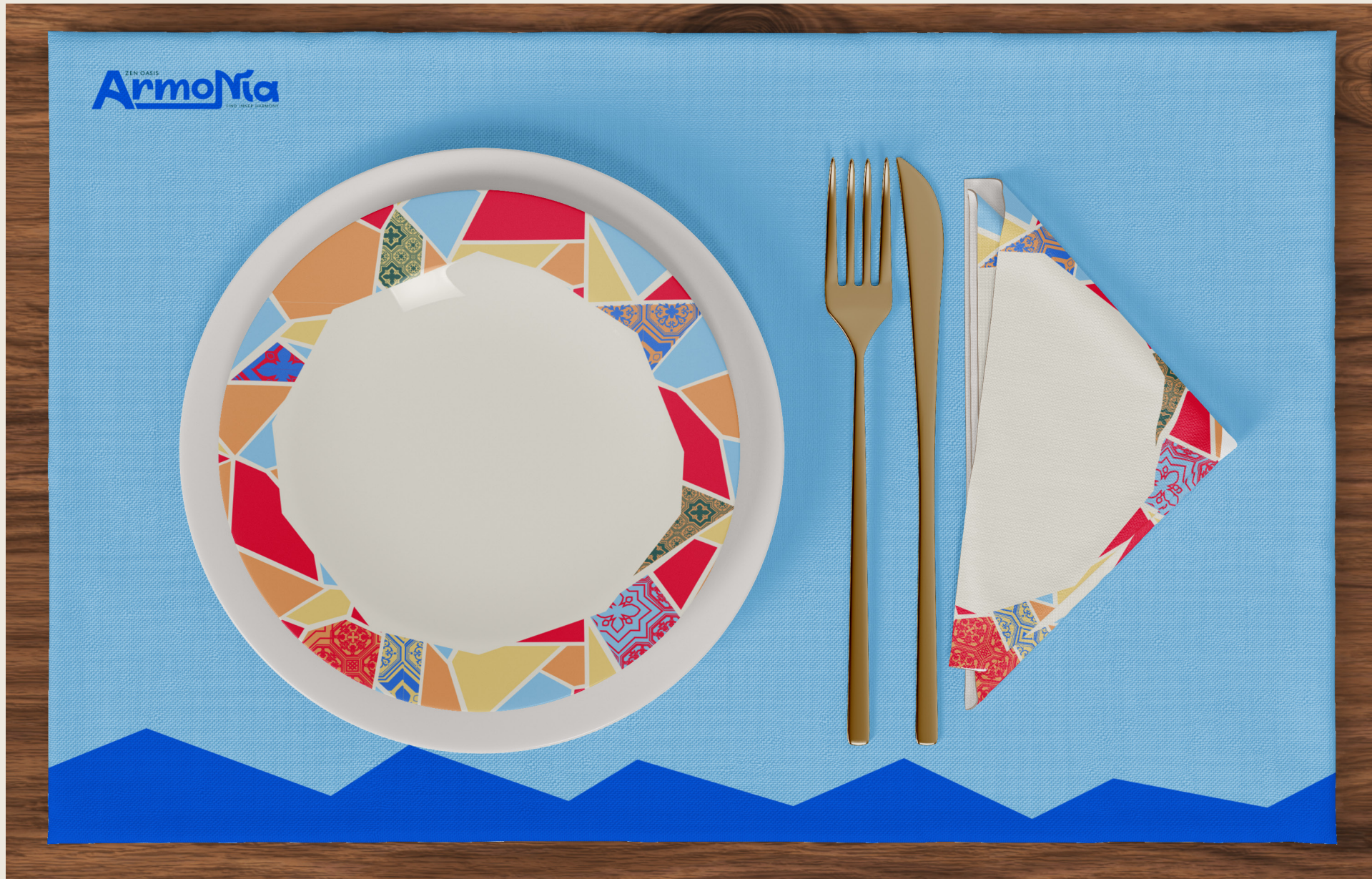
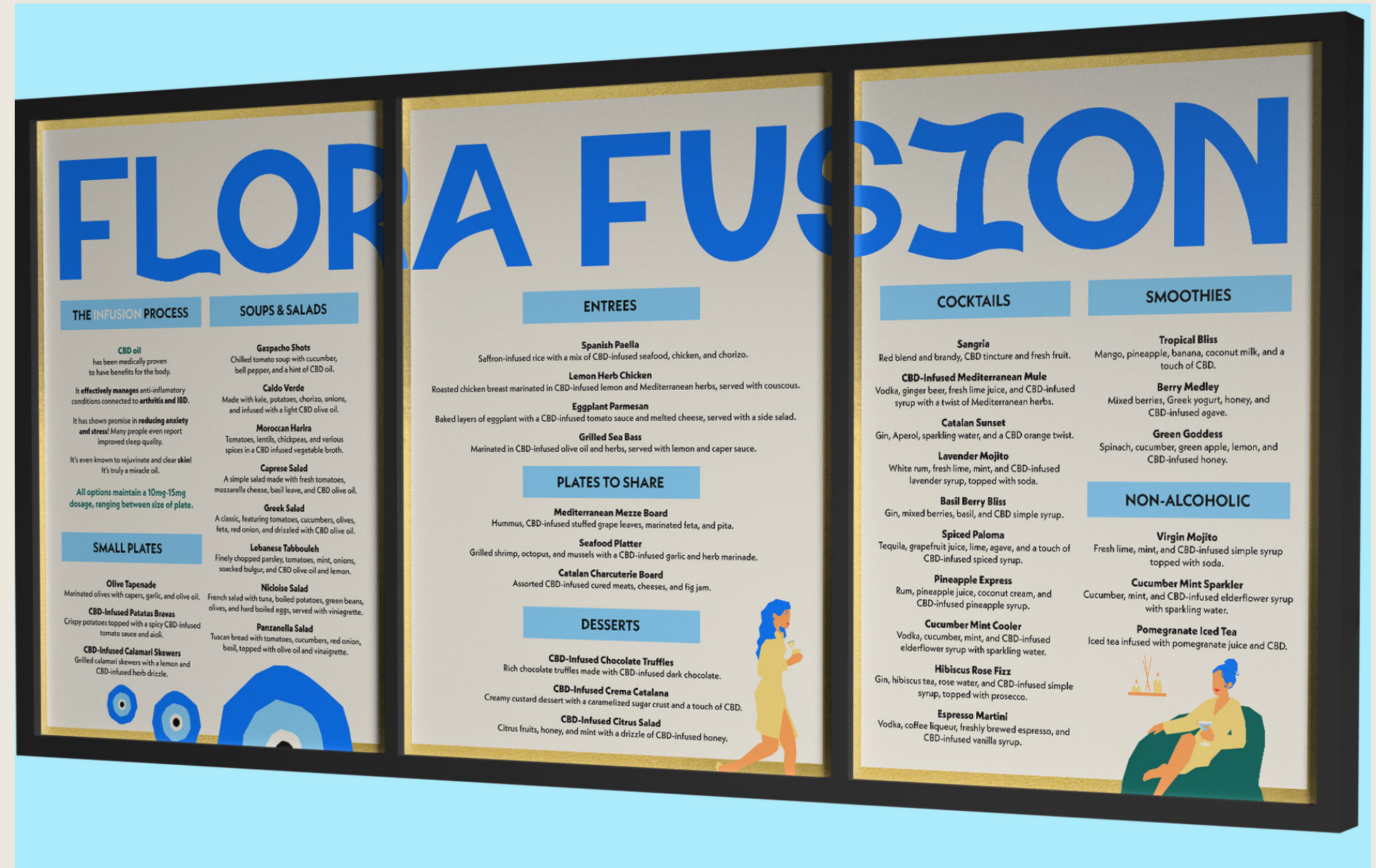


Table Setting

6.0.7



Menu Board

6.0.8



Bathing Suit



PVC Wet Suit Bag



Thermal Therapy Rooms



Armonia Hydrating Cleanser



Employee Uniform

6.0.11



Towels

6.0.12



Terra Haven, Botanical Garden



Complimentary Umbrella

START YOUR JOURNEY TO



FIND INNER HARMONY

Armonía